

PART V

PROPOSAL OVERVIEW

A proposal was developed with monthly events and activities to take place during the course of one (1) year and to encourage the residents of Miami-Dade County to sign up for the Mayor's Health and Fitness Challenge. In addition, a marketing plan was developed to create awareness on the importance of health and fitness. Outstanding athletic performance was not the focus of the Challenge; instead, the program aimed to motivate people to adopt a healthier lifestyle. An overview of the proposal is as follows:

- An **event planner** would be contracted by the Health Foundation of South Florida to plan and execute all yearly sponsorships, events/activities for the Mayor's Health and Fitness Challenge. The Mayor's Office designee assisted the planner by facilitating the coordination of events/activities involving the different county departments and other municipalities.
- **Kick-Off Event** – The first of the twelve (12) health and fitness event/activities. The kick-off event would include physical interactive demonstrations, nutrition tips, healthy cooking classes, stress reduction activities, and health care providers offering free health screenings. The first 5K Walk with Mayor Penelas would take place on the same date.
- The **monthly activities** would be coordinated in conjunction with other community events or on a stand-alone basis. Many of these events would be held in low-income communities and/or in park facilities. The public would be exposed to different types of existing fitness activities such as: aerobics exercises classes and walking clubs. During all the events, free health screenings would be offered to the community.
- A **registered dietitian** would provide a free Body Mass Index/Body Fat Index screening and answered individual questions related to nutrition.
- Free **Mobile Classes** such as: Hip Hop Aerobics and Tai Chi class series would be offered in community centers and in libraries.
- For **dissemination of information**, a brochure from the Miami-Dade County Parks and Recreation Department would be made available to all participants. The brochure contained the list of all the county parks and activities.
- A **booklet**, from the Miami-Dade County Public Library, containing materials related to health and fitness would be made available to the public.
- A **web page** would be created and published to advertise all scheduled monthly activities and events/information on local health and fitness organizations (i.e. mall walkers, mountain bike club), food pyramids, fitness and health tips and other interesting new or existing fitness information.
- A **Telephone Hotline** would be installed in order to promote the monthly events and activities.
- A **Grand Finale** would be planned at the end of the yearlong program.

- A **Registration Form** would be developed (See Appendixes) to capture the participants profile and their health related habits. The form would be filled out and turned in at the event/activities in order to be eligible to participate in the free activities and receive incentives/prizes.
- A **database** would be created in order to capture the profile of the participants and their health and fitness habits. The database would generate a report that would provide a sample profile and analysis of the participants from selected events (first six (6) months).